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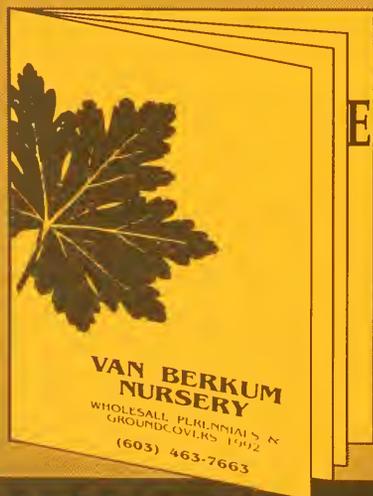
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CALENDAR

October

19-21 *The 1992 New England Greenhouse Conference*, Sheraton Sturbridge Inn, Sturbridge, MA; for information: Richard Emerson at (603) 329-5525.

November

2-9 *Ohio Florists' Association/Mexico Floriculture Tour*; for information (614)487-1117.

5-7 *The 1992 International Plug Conference*, Buena Vista Palace, Orlando, FL; for information: Julie A. Stewart at (708) 208-9080.

6-9 *The Association of Speciality Cut Flower Growers/Fifth National Conference on Speciality Cut Flowers*, Sheraton Burlington Hotel and Conference Center, Burlington VT; for information: ASCFG, 155 Elm Street, Oberlin, OH 44074; phone: (216) 774-2887.

November

17-18 *A Business Short Course—Strategies for Today's Business Climate*, the Marriot, Worcester, MA; for information: John Bragg at (508) 534-1775 or Kathleen Carroll at (413) 545-0895.

17 *Granite State Garden & Flower Show Organizational Meeting*, 5 PM at Demers Garden Center, 656 South Mammoth Road, Manchester, NH; for information: (603) 625-8298.

19 *NHPGA Twilight Meeting*, 3:30-5:30 at Murray Farms, River Road, Penacook, NH; for information, Dave Murray at (603) 753-6781.

30-December 3 *The 42nd Annual Meeting of the International Plant Propagators' Society Eastern Region*, St. Louis Marriot Pavilion Downtown, St.



Louis, MO; for information: Darrell Apps (215) 338-6901, or Paul Smeal (703) 231-5609.

January 1993

5 *Eastern Regional Nurserymen's Association (ERNA) Trade Show*, The Concord Resort Hotel, Kamesha Lake, NY; for information: (205) 872 2095.

February

3-4 *New England Grows '93*, Hynes Convention Center, Boston, MA; for information: Virginia Wood at (617) 964-8209.

4-6 *Farm & Forest Exposition*, Center of New Hampshire Holiday Inn & Convention Center, Manchester, NH; for information: (603) 271-3552.

March

15-17 *New England Landscape Exposition*, Center of New Hampshire Holiday Inn & Convention Center, Manchester, NH; for information: Guy Hodgdon at (207) 439-5189.

July

11-13 *International Floriculture Industry Short Course Trade Show*, Cincinnati Convention Center, Cincinnati, OH; for information: (614) 487-1117.

And looking ahead...

March 16-19, 1994. *Granite State Garden & Flower Show*, National Guard Armory, Canal Street, Manchester, NH; for information: Bob Demers, Jr., at (603) 625-8298.

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The *Plantsman* is published in early February, April, June, August, October, and December with copy deadlines being the 5th of each prior month. While camera-ready ads are preferred, set-up assistance is available at a nominal fee. Free classified advertising is offered as a member service. We will carry a short message (no artwork or logos) for one or two issues of *The Plantsman*.

AD SIZE	6x	1x
3 3/8" w x 2 3/8" h	\$120	\$30
3 3/8" w x 4 7/8" h	\$160	\$40
7" w x 2 3/8" h	\$160	\$40
7" w x 4 7/8" h	\$250	\$50
7" w x 10" h	\$400	\$100

For further information, please contact the editor: Robert Parker at the UNH Research Greenhouses, Durham, NH 03824, (603) 862-2061; or PO Box 5, Newfields, NH 03856, (603) 778-8353.

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THE FORGOTTEN SEASON

Andrea Capron

TOO OFTEN, fall is a forgotten season in perennial gardens. If your gardens have faded out by the end of the summer, think about adding some fall color for next season. Native New England Aster (*Aster novaeangliae*), chrysanthemums, several sedum varieties such as Sedum 'Autumn Jay' (or 'Brilliancy'), and *Boltonia asteroides* all bloom in the fall. Also consider planting ornamental grasses that come into their glory late in the season.

Early fall, with its cooler temperatures and more frequent rain, is also a good time for dividing—and an especially good time for dividing early spring bloomers like phlox species (*Phlox subulata* and *P. stolonifera*).

Maintenance is another important step in the fall. Continue deadheading and trimming back.

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TO THE GROUND
PERENNIALS
THAT USUALLY
DIE BACK—
OR YOU CAN LET
THE STEMS AND
FLOWER HEADS STAND,
TO ADD INTEREST
TO THE
WINTER
LANDSCAPE.

If autumn is really dry, continue watering your perennials as thoroughly as usual. After frost, you can cut back to the ground perennials that usually die back—or you can let the stems and flower heads stand, to add interest to the winter landscape. Old flower heads of sedum, purple coneflower (*Echinacea* spp.), and black-eyed

susan (*Rudbeckia* spp.) contrast well against the snow.

It is a good idea to mulch perennials deeply for winter after the ground has frozen—not to protect them from freezing and the cold, but to insulate them from alternating cycles of freezing and thawing. Repeated freezing/thawing cycles can damage roots and crowns and even heave your plants right out of the ground. Use a mulch that will not mat down and smother the crowns.

Hopefully, this advice will be helpful to those home gardeners who will be spending time this winter planning that perfect perennial garden—the one you'll have next year—the one without drought, bugs, or disease and with perfectly color-coordinated flowers that bloom from early spring to late fall. ♡

Andrea Capron is co-owner of Deer Cap Orchards, Center Ossipee, NH.



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New Advertisers

During the downturn (and after a long-overdue rate increase), *The Plantsman* lost some of its long-time friends. This was understandable—an ad in *The Plantsman* may not be a top priority in rough times. But although the sizes changed, a lot stayed on. We never said much, but we're glad you did.

Things look better now—new people are coming on board—in the August/September issue—Conley's Tree Farm (the second of three issues), Clinton Dean (one issue) and L.D. Oliver (one year).

And in this issue, North Country Organics (one issue), D.S. Cole Growers, Wageman Insurance, and Dramm Corporation (all one year).

The Plantsman appreciates the support—from both old friends and new. We thank you and urge our readers to do the same by patronizing the companies that advertise with us. (B.P.).

Concerning the Granite State Garden and Flower Show Herb Rice

"The Flower Show is in imminent danger of dying. It has not been held for two years now. People have to start showing some interest now so we can have a show for next year. We need some commitments for display gardens and commercial booths. Does anyone have any ideas for a less expensive place to hold the show? Can anyone suggest any corporate sponsors who might help underwrite costs? Please contact any officer or board member of NHLA or Herb Rice at (603) 668-4191 with any ideas or suggestions or offers of time and talent.

This show is extremely important to our industry. We shouldn't have to go to Boston to go to a Flower Show."

Herb Rice is a member of the New Hampshire Landscape Association.

Recycling Plastics

The disposal of plastic film and containers continues to be a major concern of Green Industries. That concern has been enhanced by soon-to-be imposed regulations restricting disposal of single polymer plastics. As a consequence, many businesses are examining recycling as an option for disposal. Below is a partial list of companies which accept or buy recycled plastics.

Enviro Tech, Norwood, MA
Contact: Jon DeFreitas
(617) 769-4260 or (800) 225-9892

- plastic film

North American Plastics
Recycling Corp., Fort Edward, NY
Contact: Tom Tomaszek
(518) 747-4195

- plastic film

Obex, Inc., Stamford, CT
Contact: Celeste Johnson
(203) 975-9094

- nursery pots, plastic film

Ontario Recycling, Inc.
Rochester, NY

Contact: James Kubrich
(716) 328-4253

- plastic film, rigid plastics

Plastic Recovery Corp.
New Haven, CT
Contact: Thomas Goetting
(203) 785-0458

- plastic film, mixed plastics

Plastic Recycling Services, Inc.
Parkersburg, WV
Contact: Dick Bonnet
(304) 485-88062

- nursery pots

A more complete list has been compiled by Arthur Amidon of Amidon Recycling, Wilton, NH, (603) 654-6577.

Shipping requirements vary with individual companies. Some pay freight costs while others require delivery. There may also be minimal amounts that a company will accept. It's best to contact the companies for details about packing and shipping.

Source: Floral Notes,
UMASS Coop. Ext.,
Jul/Aug, 1992,
vol. 5, #1. *ra*

C L A S S I F I E D

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Homeless, but Hopeful

A Seventh Annual Seacoast Area Flower and Garden Show is being planned for the spring of 1993, but there's a hitch—as of Labor Day, it had no confirmed location. According to Brenda Schure of the Portsmouth Visiting Nurses Association, the sponsor of the event, The Air Force has "moth-balled the Pease Rec Center," where the event was so successfully held last year, "because of the cost of keeping it open."

So the flower show committee is looking into alternate sites. Among them are two on Lafayette Road, the Channel Building and the old Data General building. The committee would like "35,000 square feet (10,000 more than last year), overhead doors, and a cement floor." If you have ideas, contact Brenda at (603) 436-0815.

The Granite State Garden and Flower Show—Not this Year, But Maybe Next

On Thursday, September 3, a group of concerned representatives from the NHPGA, the NHLA, and the NH Women's Federation of Garden Clubs met with Granite State Board members Real Fallu (Vice-president) and Ginny Grand Pre (Secretary) to discuss the revival of the Granite State Garden and Flower Show.

Action was taken. The Manchester Armory was tentatively leased for March 16-19, 1994. A meeting will be held at Demers Garden Center on November 17 to elect officers and plan fund-raising events (a plant auction is being planned for July) for 1993. The idea is to spend a year raising funds and seeing how much public interest and corporate support can be generated.

If, by December, 1993, support seems to be lacking, the Armory lease will be cancelled and any money raised will be used to pay debts. Any left over after that will



be divided among the organizations involved for use in educational projects.

So—things are still tentative—but moves have been made. It will be a year of hard work. For information, contact Bob Demers, Jr., at (603) 625-8298.

UNH Compost Application Study

The University of New Hampshire (UNH) Compost Technology Center (CTC) was established at the Kingman Research Farm in Madbury, NH, in the late fall of 1990. The thinking behind this center was the growing emergence of composting as a preferred management practice for many solid wastes and the lack of solid research information on composting—such aspects as siting, costs, environmental aspects, quality standards, and product end use.

On August sixth, UNH initiated a project to study the application of municipal solid waste (MSW) compost on Northeast soils and look into some of the social and political issues associated with compost use. "Successful management of solid waste depends as much on public attitudes as on scientific inquiry," says Dr. George Estes, who heads the research.

The three-year study totals \$267,000 in grant money. Contributors include the Solid Waste Composting Council, the Agricultural Experiment Station, UNH, the Soil Conservation

Service, the NH Cooperative Extension, and the NH Department of Transportation.

The project will investigate the effects of MSW compost application in soil conditions unique to the Northeast, specifically low soil temperatures, limited land areas, and acidic soils. Ten sites will include highway right-of-ways and sod and corn production fields. Sites are at the Center, at Winding Brook Turf Farm in Lyman, Maine, and on the embankments along the Route 4 by-pass in Durham, NH.

Surveys conducted by Drs. John Halstead (Resource Economics) and Larry Hamilton (Sociology and Anthropology) will examine people's attitudes toward MSW composting. Dr. William McDaniel (Natural Resources) will study potential ground water contamination.

Achievements already include procuring equipment (an IH Hydrostatic 100 HP 4-wheel drive tractor, a Wildcat FX 700 windrow turner, and a Mill Creek top dresser unit), construction of a 40x100' storage/mixing pad, clearing a five-acre windrow site and the beginning of research and demonstrations.

Current projects include evaluating the effects of differing rates of MSW compost on field corn production and the construction of an equipment storage building.

Another project is a look at the use of solid waste materials in the growing of a wildflower turf, treated and handled like normal grass turf, but seeded with wildflowers and used for landscaping.

Dr. Estes is at Nesmith Hall, UNH, Durham, NH 03824. He can be reached at (603) 862-3205.

1992 SBA Tree Planting Grants

On August 24, Small Business Administration (SBA) District Director William K. Phillips announced that a grant totalling \$65,079 had

been awarded by the SBA to the state of New Hampshire under the federal government's national tree planting program. The amount of the grant was based on the state's total population.

Under this program, funds for tree planting on state or local government land are made available to states which agree to match at least 25% of the grant. In addition, any state or local government which participates in the program must utilize small businesses as contractors.

In New Hampshire, thirty-three local governments applied to the Division of Forests and Lands, which has established a ranking system to evaluate each proposal. The following nine communities, plus one school district, representing a commitment of almost \$71,000, were selected: Alton, Concord, Manchester, Mount Vernon, New Ipswich, Northumberland, Orford, Wolfboro, Woodstock, and the Souhegan Valley School District in Amherst. The total dollar amount which will be ultimately awarded to small businesses exceeds \$136,000.

For information on this initiative, now in its second year, contact Mary Reynolds, NH Division of Forests and Lands, at (603) 271-2214. Contractors interested in bidding on one of the local projects should contact the community involved.

People

Peter Corey recently sold his share in The Village Green Florist and Greenhouse, Littleton, to his partner, Everett Aldrich. Peter continues to live in Whitefield and be active in the NHPGA.

John Bryant, owner of Millican Nursery, Chichester, has been appointed to the New Hampshire Community Tree Commission.

Andrea Capron left Spider Web Gardens, Center Tuftonboro, on August first for new enterprises. She and her husband are operating Deer Cap Orchards on Route 16 in Center Ossipee. Along with growing crops and running a farm stand, they've leased blueberry production acreage and an apple orchard. They're putting up a 14x48 poly house this fall (for bedding plants) and plan to put up two tunnel houses (for vegetable production) in the spring. Along with all this, Andrea's now a full-time student at UNH, studying Occupational Education.

Deer Cap is not the only place where new greenhouses are going up. This winter, at Apple Ridge, Boscawen, Dave and Tina LaRochelle put up their second Harnois house (they also have three bow-bent houses from Ledgewood Farms). This new house is a 30x100 Ovaltech—double poly with roll-up sides and DinaGlas ends. An interesting feature (Dave's addition) is a steel 8x10 roll-up door. Made by Clopay, the door, made in small sections, rolls onto a rod, and allows maximum light penetration. The house, propane heated, is used for bedding plants and hanger—and an increasing production of herbs.

Down in Pittsfield, at Pleasant View Gardens, the Huntingtons are building a 25,000-square foot Nexus gutter-connected house. It will be environmentally computer-controlled with moveable benches. Heating will be hot water—star-tin aluminum heat pipe and gas boilers. One innovation will be trench drains in the concrete floor leading to a diversion ditch. Eventually a pond will be dug to catch run-off. The house should be in full operation by January. It will be used for the production of Fischer geraniums.

And Doug Cole at D.S. Cole Growers, Loudon, is finishing up the interior of a new glass house similar to his first, a four-bay 17,000-square foot house from Verbakel-Bomkas. This also has moveable ebb-and-flo benches and one new aspect is a transport line down the center aisle. The benches roll out to it and a pneumatic lift puts them onto the conveyor belt to be brought to other locations. ("A real simple thing," Doug says, "that adds a lot to overall efficiency.") If all goes as planned, the new house should be full of double impatiens stock plants by late October.

Design America

The NH/VT Teleflora Unit held its Design America Competition at Jolly Farmer on August 12. The theme was 'Rediscover America,' there were two phases: a surprise package in which each contestant is given similar materials (roses and assorted foliage this year) and 'Designer's Choice,' in which the designer could interpret the theme in any way he chose. The Winner of the Day was Suzanne Arthur of the Ford Flower Company in Salem, NH. In her Designer's Choice, she interpreted the automotive era in which people discovered America by car. She created a base by layering such diverse materials as carrots, poppy pods, grapes, mosses, pitted sorum and galax leaves in a pave technique. From this, Bird of Paradise blossoms and statice shot up at dramatic angles. Gears (from semi rigs) were incorporated into the design, repeating the circular elements used and emphasizing the theme.

Suzanne will design in the national competitions in Los Angeles in January.

Second place went to Kristin Bouffard of Giraf's Flowers in Shelburne, Vermont. Rich Talbot of McLeod's of Concord, NH, was third. Congratulations to all participants. 🌸

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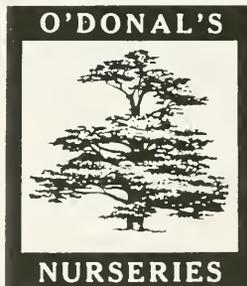
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Business Short Course

A two-day course entitled, "A Business Short Course: Strategies for Today's Business Climate," to be held at the Marriott in Worcester, Massachusetts, on November 17-18, will give managers and staff of landscape and nursery businesses "the important techniques and strategies needed to survive, and perhaps even thrive, in today's business climate." Topics include the difference between cash flow and profit or loss, managing accounts receivable, inventory management, investment analysis, pricing and bidding, and labor management. Case studies will be discussed.

Co-sponsored by the Massachusetts Nurseryman's Association and the Massachusetts Cooperative Extension Service, the course costs \$45.00 per day. (This includes lunch and coffee.) Registration deadline is November 13. For more, contact John Bragg at (508) 534-1775 or Kathleen Carroll at (413) 545-0895.

Buxton Begonia Update

New greenhouse—new direction! Buxton Branch, American Begonia Society, has maintained the Barkley Collection of begonias for many years at Northeastern's greenhouse in Woburn, MA. Last Easter, the collection was moved into a rented facility in Sudbury.

The greenhouse is a 35x110 glass house erected in the forties. Buxton found it complete with old carnation-growing benches still filled with soil. They've used these as natural capillary mats, keeping them soaked, thereby increasing the humidity and reducing watering needs. Two hot air furnaces have been added; a plastic curtain may be put up to establish two temperature zones this winter. The greenhouse is maintained by a volunteer staff.

Buxton currently maintains a collection of over 500 begonia spe-

cies and hybrids at Sudbury. This collection boasts hybrids from the mid-1800s, some of which may not survive elsewhere.

The Barkley Collection is the only large non-commercial collection in New England, but it may soon lose some of its non-commercial status. In order to keep the greenhouse going, Buxton Branch has decided to embark on a program of growing some of the varieties for wholesale markets.

For further information, write Frank Green, 20 Cross Street, Fitchburg, MA 01420.

Minor Use Pesticide Bill

from AAN Update, July 20, 1992, and information from the Minor Crop Farmer Alliance

Senators Daniel Inouye (D-HI) and Richard Lugar (R-IN) introduced S.2980, the 'Minor Crop Assistance Act,' to stem the expected loss of pesticides needed on so-called minor crops—which include nearly all fruit, vegetable, and nursery crops. The bill has two purposes. First, it provides incentives to chemical manufacturers to reregister safe minor-use pesticides.

Second, the bill would add flexibility to the EPA's regulatory system by providing for "the enhancement and effective coordination of current programs in USDA and EPA." It directs the EPA to grant conditional registrations of pesticides that would not create an adverse effect on the environment and provides for a new minor use program to be established within the USDA.

S.2980 is a companion to the House bill (H.R.4764) which has been successfully folded into the main FIFRA reauthorization bill and is now awaiting full House Agricultural Committee action.

Hurricane Relief

"Reports from our fellow nurserymen in Florida indicate that Dade

County's nursery industry had been virtually wiped out. Most of the nursery owners aren't currently concerned with their nurseries. Many of their homes, and those of their employees, were either destroyed or severely damaged. There is no power, water, fuel, or telecommunications. Authorities have indicated it could be months before services are restored."

The Florida Nurserymen and Growers' Association (FNGA) and the Florida Foliage Association have already started trucking supplies to the nursery growers in the Dade County area.

NENA has sent a contribution to the FNGA and are asking its members to do the same. The NH Plant Growers' Association has also made a contribution in the name of all its members. If people wish to send their own personal contributions, the address is: FNGA Hurricane Relief Fund, 5401 Kirkman Road, Suite 650, Orlando, FL 32819.

Fafard Dies at Age 92

Conrad Fafard, founder and retired President and CEO of Conrad Fafard & Company of Agawam, MA, died Sunday, September 6, at the Hollywood Medical Center in Hollywood, Florida. Known as "the father of the peat moss industry in Canada," he was born in Sainte-Germaine, Quebec in 1900. In the 1930's, he began importing peat moss from Germany; when World War II cut off his supplies, he began producing his own product at Sainte-Bonaventure, Quebec. The Canadian peat moss industry grew from there.

Fafard retired in 1970 and lived in Fort Lauderdale, FLA, and East Longmeadow, MA. He's survived by his wife of 62 years, children, and grandchildren.

Memorial contributions may be made to St. Joseph's Educational Fund, 82 Howard Street, Springfield, MA 01105. ❧

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AND BROAD ENOUGH TO GIVE THE GROWER SOME FLEXIBILITY,

ALONG WITH THE PLEASURE OF SEEING A NEW CROP WELL DONE.

SEVERAL AREAS (OUT OF MANY) ARE SUGGESTED IN THIS ISSUE'S ARTICLES

BY RALPH WINSLOW AND DOUG ROUTLEY.

THEN TINA SAWTELLE TALKS ABOUT SOME ASPECTS OF THEIR MARKETING.

FUTURE TRENDS:

The Coming of Age of the Elderly

Ralph M. Winslow Jr.

Extension Program Associate, Agricultural Resources



PERHAPS MANY OF US aren't aware of it, but, nevertheless, we are becoming an aging society. Due to increased life span coupled with a lowered birth rate, senior citizens are becoming the largest segment of our population. In fact, "the number of older people residing in this country is expected to reach at least 32 million by the year 2000, with a disproportionate growth among the elderly over 75 years of age."¹ This simple prediction may have a decided effect on the plant industry.

For nursery owners, this means that an increasing proportion of plant sales will involve older people. People in the landscape construction industry, especially those working with architects and designers of senior care facilities, may find it useful to be aware of issues critical to the elderly. And for those doing planting design, senior care housing will undoubtedly be on the increase, bringing with it a new set of design criteria. To remain competitive in this expanding market, people in the plant industry should educate themselves about the needs of an aging population.

In addition to increasing in sheer numbers, senior citizens are also very much interested in horticulture. According to a 1975 Harris Poll conducted amongst elderly Americans, gardening and raising plants was second only to socializing with friends as popular recreational activities. Fueled by members of the yet-to-retire baby boom generation, the upcoming elderly should be vital, affluent, and far from ready for the rocking chair on the porch. And because of more readily available education and greater worldliness, these new elderly may very well be a discerning, quality-minded client.

However, in order to respond to this potential market, nursery people will need to educate themselves about the appropriateness of plant choices for the elderly. Unlike their younger counterparts, senior citizens perceive and relate to plant materials differently. When recommending plant material for older customers, consider the following points:

FLOWER COLOR. As people age, visual perception generally declines. The lens within the eye thickens, yellows, and tends to absorb shorter wavelengths of light. Color sensitivity, particularly to the shorter wavelengths at the far end of the spectrum, including blues and purples, diminishes. Therefore, the elderly tend to perceive bright, intense colors best—particularly yellows, oranges, and reds. Avoid cool colors, such as greens, blues, and purples. Plant materials that have flowers in this color range, especially large flowers or, perhaps, an abundance of smaller flowers that are effective in mass, would appeal best to the elderly.

FALL FOLIAGE. As described above, seniors tend to perceive bright colors best. Plant materials which have consistently good fall color in this color range would be good selections for the elderly. During the shortening days of autumn, which parallel an elderly person's own stage in life, bright, cheery fall color could boost a person's spirits at a time when depression may all too often be a way of life.

EFFECTIVE FRUITS. Large, brightly colored fruits are best perceived by the elderly. However, good contrast between fruit and foliage color, whether fruits are masked by foliage, and the potential for attracting unwanted insects as well as desirable birds, are additional factors that come into play when selecting plants for effective fruits.

1. Diane Y. Carstens. *Site Planning and Design for the Elderly* (New York: Van Nostrand Reinhold Company, 1985), p. 1.

BOLD TEXTURES. Remember that visual acuity tends to decline with age. This means that fine details can be lost to an elderly person as well as the ability to discern between light and dark values. Therefore, greater contrast in plant textures and foliage colors is required. Plants with bold textural effects read from a distance, are more effective than fine textured plants which must be viewed up close to be enjoyed. Since perception between light and dark values is diminished? such as discerning between bright sunlight and deep shade, shade trees that cast heavy shade are best avoided. Trees that offer dappled light and light shade would be better choices.

FRAGRANCE. Over time, one's sensitivity to odors can greatly decline, since as many as 73% of the nerve fibers responsible for sensing smell can be gone between the ages of 76 to 91. As people age, a preference evolves for flowery odors over fruity ones. This does not mean that planting for fragrance is in vain, but that the plants selected should be strongly fragrant as well as used in quantity in mass plantings. Also, plants that release fragrance when bruised might be effective when used to edge walkways.

FAMILIARITY/REMEMBRANCE. Using familiar plants, especially plants from one's childhood, can help foster a sense of belonging as well as being conducive to putting an elderly person in familiar, comfortable surroundings. Since many senior citizens are in the 70-90 year range, plants that would have been commonly planted 75-100 years ago, so called "old-fashioned" plants, would be good selections as would be many of our native plants.

BIRDS/WILDLIFE ATTRACTORS. Because many of the elderly lead rather sedentary lives and spend a great deal of time either sitting or reclining, plants that attract wildlife—particularly birds—can be a great source of enjoyment. In addition to plants that produce food for wildlife, choices that provide nesting sites and protection, as well as flowers, can help attract desirable bird species.

Although commonly used landscape plants generally cause few problems, for the elderly, certain characteristics could spell disaster. Some examples are:

ALLERGENIC PLANTS. As people age, they tend to become less sensitive to allergens. However, certain pollen producing plants as well as those irritating to the touch should be avoided.

POISONOUS PLANTS. Since some seniors may at times be childlike, older people may become disoriented and not be aware of where they are or what they are doing. Therefore, avoid plants that could be poisonous if ingested. Although fruits are most likely to be ingested, plants with other poisonous parts, such as seeds, flowers, and leaves, should also be avoided.

BEE/INSECT ATTRACTORS. Avoid plants that un-

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ELDERLY AMERICANS,
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duly attract bees and other undesirable insects. Such insects could be a hazard, particularly if they occur in substantial numbers. Consider not only plants that attract such insects because of fragrant flowers, but also because of decaying fruits. For example, in the fall many types of crabapples drop fruits which rot and attract yellow jackets that can deliver severe stings if disturbed.

MESSY PLANTS. Plants which produce undue amounts of leaves, fruits, or dead wood could be considered a liability for the elderly, as well as an additional maintenance problem. These plants, if located near walkways, can cause slippery conditions which could

spell trouble for an elderly person. Dead wood, while merely an inconvenience to a younger, more mobile person, could be a formidable obstacle for a less agile senior citizen.

ARMED PLANTS. Plants that have thorns or prickles could prove to be a safety hazard to the elderly, especially if located near walkways or pedestrian areas. Sensitivity to touch, pressure, and vibration declines in people over 50, and one's threshold to pain increases with age. In addition to the hazard of being injured, older people may not even be aware that they have been hurt.

To demonstrate how these criteria might be applied, consider the example of the common forsythia. Since the elderly tend to perceive yellows and oranges best, this plant offers nearly ideal flower color. Moreover, it is a plant familiar to many people and could be considered to be a plant from the childhood memories of many. Although it generally does not have effective fall foliage or colorful fruits, it is not a safety hazard, for it is neither poisonous nor does it have thorns or messy fruits. Because it satisfies several of the above criteria, forsythia, given the availability of hardier, more compact cultivars, would be a good plant for an elderly client.

Compare this choice with the frequently—and often over—used evergreen yew. This plant does not have effective flowers, fruits, or colorful fall foliage, although its foliage could provide good contrast to deciduous plants as well as offering winter appeal. In addition to providing cover for birds, fruiting types would supply food for them. However, since the seeds, as well as other plant parts, are poisonous, non-fruiting (male) forms are preferred, but should be used with discretion.

As we become an older society, the elderly may very well prove to be an important target sales group of the future. But in order to respond to this potential market, people in the plant industry will need to sensitize themselves to the critical issues and concerns that come into play when recommending plants for an older clientele.

Ralph Winslow is an Extension Program Associate, Agricultural Resources for Belknap County. He can be reached at (603) 524-1737. •



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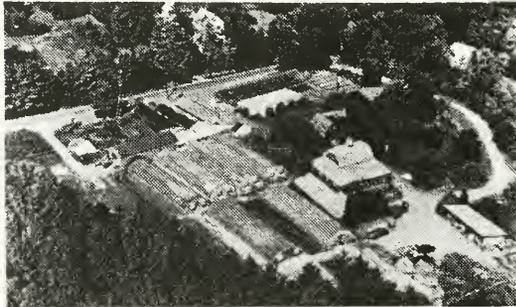


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Bob Normandeau

DOES YOUR BUSINESS have a future without you? Think about it. It took years, lots of patience, smart decisions. Or were they good guesses, lots of risks, plenty of stress and hard work—hard physical work? That's probably what you did to get your business up to its present value. It was your talent, your foresight, your knowledge, your experience, your judgement, and your abilities that put it together.

Yes, the good people you hired helped make it happen. But think about it. What if you had not done what you did? Do you now understand how important you are to your business? What will happen when you're no longer around to make things happen? Thousands of businesses dissolve or are reduced to a fraction of their value when owners die or become disabled.

That's too bad, because the resulting chaos among family members and business associates could have been avoided if only the proper questions had been asked and answered in advance. Questions like...

- ☛ How much will it take to buy or sell my share or his/her share in the business?
- ☛ Who will own the business after I'm gone?
- ☛ Can they run it successfully?
- ☛ Will my absence result in a financial burden by requiring the services of an experienced business manager?
- ☛ What are the various methods available to protect the value of a business?
- ☛ How do we provide continuation?

All too often these questions are asked only after an owner or partner dies. All too often, without his or her availability, the wrong answers come up. And the business begins to die.

Here are two scenes that demonstrate these principles.

SCENE A IS AT THE GREEN LEAF GARDEN CENTER:

Background: Brothers George and Fred bought the Garden Center five years ago from an old man who just wanted out! He couldn't stand dealing with the public any more and his accounts receivable were killing him. George and Fred each put up \$25,000. They got along very well. The business grew and now has substantial value. They were offered \$500,000 for the business a month ago. They love the work and turned the offer down flat.

Today: This morning Fred died of an embolism to the brain. He was ringing up a sale when it happened. He was dead within 20 minutes.

The funeral was uneventful, but after everyone had gone home, his wife read Fred's will. It said, "I leave everything to my beloved wife Emelda!"

Guess who has a new partner? George not only has to learn how to work with Emelda—now each of her six children think changes are needed at the Garden Center. Poor Emelda—she never had to deal with all this! Poor George—he's in a no-win position, unless he buys Emelda out. Let's see... that's \$500,000 divided by 2—no way George can come up with that. Fine, says Emelda, I'll give my share to the kids.

SCENE B IS AT THE GREEN LEAF GARDEN CENTER:

Background: Same—but after reading an article in *The Plantsman*, Fred and George sit with their independent insurance agent and work out a buy/sell agreement. They work out an agreement that goes like this.

If one dies, the other uses the proceeds from a life insurance policy to buy the widow's share. If no one dies, the cash value of the policy is used to provide retirement benefits to each. The premium is paid by the business, the cash value becomes an asset to the business and perpetuation is assured.

Events today: Fred dies just as before, but now after the funeral, George gives Emelda a check for \$250,000. He received that money from the insurance company because he was the policy beneficiary. Emelda transfers Fred's share of the business to George. George now owns 100% of the business. George is saddened by his brother's untimely death, but he now can run the business without interference from inexperienced relatives.

These two scenes demonstrate clearly why many sound businesses fail to survive after their owners leave this planet.

Plan your business' future. Talk to an experienced insurance agent or financial planner. Your family, your employees, your customers, your suppliers are all depending on you to make one more smart decision. ♣

Bob Normandeau is President of Wageman Insurance Company, 1217 Elm Street, Manchester, NH 03101. He can be reached at (603) 623-2451.

CROSSING THE RIVER

JM Landscaping Nursery & Garden Center **of New Hampshire**



THE BOULDER BESIDE ROUTE 5 wasn't left by some Pleistocene glacier retreating up the Connecticut River valley—its edges aren't worn enough for that. It arrived there more recently—quite recently, in fact. Jim and Mary Musty put it there last year to mark their new location. This was when JM Landscaping Nursery & Garden Center of Piermont, New Hampshire, moved across the river to Bradford, Vermont.

Along with the rock, already there's a large shop and office, three greenhouses, a shade house, a nursery, the beginnings of display gardens. The place looks settled, part of the landscape. But getting here took longer and was more lively than its solid appearance implies.

After Jim and Mary (both Piermont natives) graduated from UNH (both studied plant science), they spent a few years away (he did landscaping for The Blooming Place in Concord; she was in the greenhouse at Dartmouth). They wanted their own business and in 1979, they returned to Piermont and put an ad in the local paper. They had a pick-up and a few hand tools and got themselves some jobs. And some more after that. Landscaping became their main source of income, but alongside that, they were developing a nursery and garden center next to their home.

They started with perennials. "We've always had good perennials," Mary said. "Out front we had great display gardens."

But it was small—a shop, two fifty-foot greenhouses and a nursery—all on less than an acre; the 16x24 shop "carried no hard goods; there was parking for only six cars; a pallet of peat moss lasted three years."

"Sure, we had customers," Jim said, "loyal customers that came back year after year and who were really sad to see us move, but there was just not enough traffic to make it pay for itself."

They'd been looking at possible locations for a long time. Then, in 1989, the owner of a fourteen-acre farm near the intersection of Routes 25 and 5 on the Lower Plain of Bradford, Vermont—some one they'd approached ten years before—was willing to sell. The Mustys bought.

It was a good choice. Route 5 is a major road just off Interstate 91. Although Bradford and Piermont seem like isolated farming communities, they are bedroom communities for workers in the Hanover/Lebanon area as well. People living here work at Dartmouth College, Mary Hitchcock Hospital, or at the Cold Regions Research and Engineering Laboratory (CRREL) in Hanover. These are the region's biggest employers and the traffic flows up and down the valley to and from work each day.

But there were concerns. One was about setting up the business under the regulations of another state. The first—and most complicated—of these was the requirement to obtain approval from the regional environmental board mandated by 'Act 250.'

Reacting to "uncoordinated and uncontrolled" land use "which may be destructive to the environment and which is not suitable to the demands and needs of the people of the state of Vermont," Act 250 was set up to regulate the use of the land and environment, basing its rulings on a "comprehensive state capability and development plan." Under Act 250, the state is divided into nine districts. Each district has its own three-member quasi-judicial commission which

determines whether and under what conditions a land-use permit may be issued. A nine-member board appointed by the governor oversees on the state level.

Jim and Mary had to bring to their regional board the complete plans for what they wanted to do. These included finished architectural drawings of the proposed garden center.

The board assessed the plans for such factors as its effect on traffic, aesthetics, usage of town resources (schools, utilities), and its effect on wildlife habitat. Its proximity to places of historic significance was considered and a geological appraisal was done. The study was very thorough.

The procedure took nearly a year. Neither Mary or Jim is especially fond of paperwork and both feel "New Hampshire is more pro-business," but things went well. The only complication was a suggestion that the soil was of "archaeological significance" (archeological items had been found in similar soils), but this idea was not pursued.

Their proposals accepted by late 1990, they could now wonder whether their customers would pay the Vermont sales tax (then 4%; now 5%). To find out, that December they sold Christmas trees at their new location in the unheated barn. To their relief, people bought. The volume was up from one hundred trees to four hundred and lots of wreaths—and "four hundred is good business for us." Their new visibility increased the amount they could sell.

In January, 1991, they began to build the garden center. They destroyed the house (they burned it down, actually)—they saw no way to adapt it—and tore down the outbuildings—which left only the 30x100 barn. They gutted that and rebuilt the interior. With the help

of carpenter friends, they raised the ceiling five feet (the original ceiling was only seven). They took out the old cement and put in a new concrete floor with a hot-water radiant-heating system imbedded in it. After the interior was rebuilt and painted, they placed old post-and-beam structural pieces bought from a dealer in Lyme here and there to give it "a barn-like look." Outside, they added a porch ("this was Mary's idea") and painted the whole structure red, with white trim. The first floor became the shop; the second, offices and storage. JM Landscaping of Piermont was in its new home.

A 12x30 addition was built on the south gable end. This connects the shop with a 30x100 double-poly New Englander. Details are subtle selling points: the porch floor is bluestone ("to let people know we do that kind of stuff"); the greenhouse floor is brick (they do that too).

In August, the New Englander seems like a display house, with its foliage plants set around a fountain, its benches of begonias and ivy, and above them, hanging baskets of fuchsia and lantana ("we sell lots of hangers"). But it is used for production as well. They begin growing pansies and annuals in February, and start perennials at various times of the year. And in August, 1200 poinsettia cuttings arrive ("We could buy finished plants, but we just enjoy growing things"). They grow simply. There's a small potting bench at the far end of the house and whatever bench space is needed for production is used ("our customers like to see things growing"). They're too busy for lilies, but might someday force bulbs.

After the New Englander was up and operating, the two houses from their Piermont location were set up behind the New Englander and parallel to it, their positions forecasting a future headhouse. Mums are grown in one of these.

Alongside the north gable end, a 20x50 shade house was built this spring. Hemlock from a local mill was used. ("I know it should be



pressure-treated, but hemlock is strong—ordinary white pine at our place in Piermont lasted twelve years.") The rafters are covered with inflated double poly; the roof is high—the peak is "probably 18 feet from the ground"; the steep angle (12 over 12), prevents snow build-up. The gable ends will be boarded; the side next to the barn is already boarded; the other side is

open and covered with plastic that can be rolled up in good weather. Perennials—some started from seed in the display house, others bought bare-root fall and spring—are displayed on two-level hemlock benches (bottom: 4 1/2 x 8; top: 2 1/2 x 8) designed to let the customer see plants on both levels clearly.

The nursery covers an acre. (A
OCTOBER/NOVEMBER 1992 19

farmer hays the rest of the land.) In winter, protection is surprisingly simple. The perennial beds and some of the more sensitive nursery stock are covered with a layer of plastic, a layer of hay, then another layer of plastic. Most of the nursery stock is dug into the ground where they're standing "and maybe covered with a few bark chips." Everything does fine.

Landscaping is still the main source of income, accounting for 60% of the total. The numbers employed depend on the economy, but right now both Mary and Jim have their own crews. (The garden center has a full-time manager, Russ Pazdro, and Mary's sister, Margaret, does a lot of the growing.) Jim specializes in larger design and construction projects; Mary, in garden plantings (especially annuals) and maintenance.

Does their design work have a certain style? In northern New Hampshire, your choices are pragmatic. Mary favors certain plants for their hardiness: begonias are "easy and can be used in both

shade and sun." Color's important—she uses lots of marigolds, salvia, double and single impatiens.

Jim's designs often include stonework—retaining walls, patios, walkways. A current project includes a gazebo (cedar) and a waterfall. But this is unusual; "most people really don't want something different," Jim says. "They want something that's easy to maintain and makes the house look nice." He likes "stuff that works"—things like taxus. But some plants are used more frequently than others—shadbush, tree lilacs; he likes Emerald Luster maples, red oak, witch hazel... there's an aesthetic side along with the sensible.

From the field in back of the nursery, on a clear day you can see—behind the piles of bark mulch and loam, beyond the hills on the other side of the river—Moosilauke rising in the distance.

A rempting vision—both Jim and Mary ski, but they have less time for it now. (Last year they did manage to spend a day on the

beginner's slope at Tenny Mountain with their two sons, aged four and six.)

There's too much going on down here to allow much thinking about higher elevations. Right now Jim and Mary are still learning the logistics of running a much larger business. "This year, for the first time, we didn't have enough. Salvia...we kept running out of salvia...." Along with re-learning the quantities needed (an intuitive thing before), they're trying new crops—this year, it's ornamental grasses. And they're increasing the range and variety of items sold in the garden center—cedar baskets, llama manure, local crafts, pumpkins—these are all new. And they're building display beds...planning a headhouse....

No—not much skiing for awhile, but this winter, things should be lively enough without it. (B.P.)

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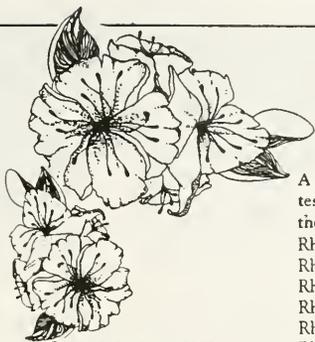
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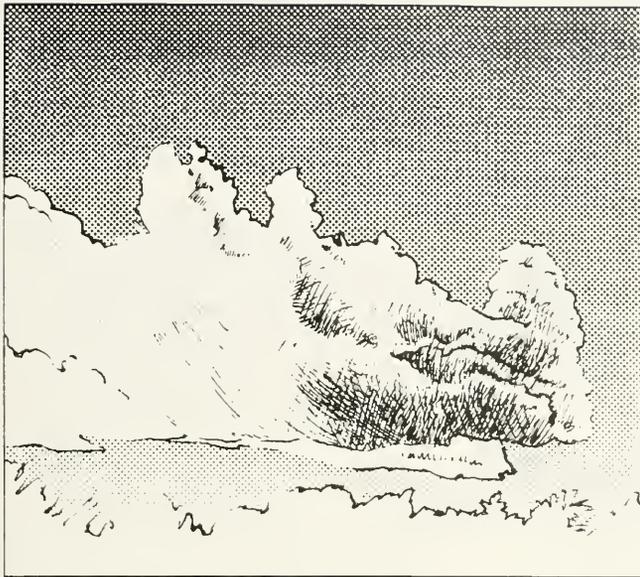
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The NHPGA 1992 Summer Meeting

From the home-made doughnuts and cider to the drawing of the door prize, the NHPGA's 1992 Summer Meeting went well—Jolly Farmer had the day well-organized. A policeman directed traffic; staff directed parking; after stopping at the registration booth, you followed the signs through the greenhouses to the trade show in back.

There were over seventy exhibitors in the trade show—all of them willing to talk; we were able to see a large industrial tub grinder in action and a demonstration of a Blackmore Drum Seeder. We were given tours of the greenhouses in which the boom-sprayers, the tog chambers, and the two-tiered system for watering hanging baskets seemed especially noteworthy. And before doing any of this, we were able to watch the NH/VT Teleflora Unit 'Design America' competition.

Then there was lunch—Perillo's all-you-can-eat barbecue. And after that, the scholarship auction with Peter Callorias as auctioneer.

Dr. Pat Vittum spoke on "Biological Control—Where are We?" in the morning and gave a "Review of Insect ID & Control" after the auction in the afternoon. Both talks were lively, informative, and well-attended.

And finally, Len Harten (from Woodman Florist in Salem) won the door prize, a weekend for two at the Snowy Owl in Waterville Valley.

So the day was worth-while.

As in any event of this size, thanks are due to many people: to everyone at Jolly Farmer, whose organizational skills and attention to detail were evident at every turn; to Peter Callorias, who donated his time to help make the auction a success; to all the exhibitors who contributed items; to Perillo's, for the fine lunch; to Pat Vittum, for all that useful information; to the Board Members who made phone calls, ran the lectures, helped with the auction, etc., etc.; to Bob Demers, who, along with everything else, brought lots of new faces to the trade show; to Chris Rorborge, who organized the publicity and registration....

Thank you everyone. See you next year. 🍄

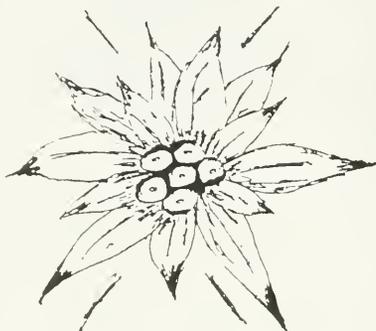
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Canadian Hemlock	P+2	9-15"	1.40	.98	.70
	2-2	6-12"	1.20	.84	.60
Austrian Pine	2-0	3-6"	.24	.17	.12
Eastern White Pine	2-2	9-15"	1.20	.84	.60
	3-0	9-15"	1.40	.28	.20
Mugho Pine	2-3	5-8"	1.30	.91	.65
	3-0	3-6"	.34	.24	.17
Red Pine	2-2	9-15"	1.10	.77	.55
	3-0	9-15"	.36	.25	.18
Black Hills Spruce	2-2	6-12"	1.20	.84	.60
	3-0	6-12"	.40	.28	.20
Colorado Blue Spruce	2-3	12-18"	1.40	.98	.70
	2-2	9-15"	1.30	.91	.65
	2-0	6-9"	.24	.17	.12
Norway Spruce	2-2	12-18"	1.16	.84	.60
	2-0	6-12"	.24	.17	.12
White Spruce	2-3	12-24"	1.20	.84	.60
	2-2	12-18"	1.16	.81	.58
	3-0	12-18"	.40	.28	.20
	2-0	6-9"	.24	.17	.12

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Japanese Black Pine	P2	4-8"	.57	.37
Eastern White Pine	P2	4-7"	.57	.37
Black Hills Spruce	P2	5-10"	.57	.37
Colorado Blue Spruce	P2	4-7"	.55	.35
Norway Spruce	P2	5-10"	.57	.37
White Spruce	P2	5-10"	.57	.37
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A Look at FAVORITE SHADE GARDEN PLANTS

Doug Routley



SHADE GARDENING may be the most satisfying kind of flower gardening for several reasons. Plants are subject to less stress because shade moderates air and soil temperatures and prevents rapid moisture loss. Insects and diseases are few. Less weeding is required because our worst weeds are sun lovers; the exceptions are shallow-rooted and easily removed. Furthermore, many desirable shade plants have sufficient foliage to suppress weeds on their own. Last but not least, gardeners enjoy the shade too.

A shade garden peaks in the spring, when we long for color most of all, but there's plenty of interest from plant shapes, textures and colors all season. Here are a few of my favorites. Early on, *Pulmonaria officinalis* and *Mertensia virginica* make a good show for several weeks, *Mertensia* may be superior in the intensity of its blue flowers, but *Pulmonaria* keeps its handsome spotted leaves in better condition through the summer. Both are weed-resistant ground covers.

Among all ground covers, *Phlox stolonifera* is one of my top favorites. Spectacular in bloom, it stays low, green and neat all year and makes an excellent understory plant for rhododendrons and other shrubs. I prefer the blue and white varieties, so put the pink one where its color doesn't clash with other flowers. I also grow *P. divaricata*, but it is untidier and ineffective for suppressing weeds.

Tiarella cordifolia, equally beautiful in bloom, is more vigorous than phlox and may need restraint. It can invade paths and smother less rambunctious perennials, but being shallow rooted, it's easily moved when necessary. The lacy white flowers have a strong impact in shade. As a New Hampshire native, it seems resistant to pests—with the exception of gypsy moths.

Lamium maculatum and its varieties 'Beacon Silver' and 'White Nancy' also are "musts" in the shade garden for their flowers and beautiful leaves. I avoid another member of the mint family, *Lamiastrum galeobdolon*, as it is much too vigorous for my garden. A clumpy variant, 'Herman's Pride', is very desirable, however.

Although I like *Galium odoratum* for its leaves and numerous white flowers, I find it overwhelms other perennials. I had to move mine to where it can roam freely among shrubs. It's slow to appear in the spring,

but then is handsome all summer.

Quite different in habit and appearance is *Asarum europaeum*, a very neat little evergreen perfect as a single specimen or for the massed edging of a woodland path. *Asarum canadense* also covers the ground with large, gray-green leaves, but they disappear in winter and appear slowly in spring. *Asarum shuttleworthii* "Callaway" with variegated leaves may become very popular, but my little specimen hasn't been through a New Hampshire

winter yet.

What shade lover blooms all summer long? *Corydalis lutea* will do that with small yellow flowers on quite large clumps of lacy foliage. It freely seeds itself and the seedlings are easily transplanted or potted up. Larger plants resent being moved, however.

I can't imagine a shade garden without primulas. Not many gardeners realize that one species or another can be blooming from April to August. I like all of them but a few excellent and reliable species are *P. denticulata* (first to bloom), *P. veris*, *P. sieboldii*, and several spectacular and later blooming candelabras such as *P. japonica*, *P. pulverulenta*, *P. bulleyana*, and *P. burmanica*. The latter are really spectacular when blooming in masses, especially in the rich, moist soil they like. There are also many hybrids of these and other species.

Shade gardeners have a bewildering number of hostas and astilbes from which to choose, and all are beautiful in light shade. I like every one. Unfortunately primulas, hostas, and astilbes are favorite foods for pine or meadow voles and their feeding can result in a total loss. I have found no solution to this problem, although the rodents seem to thrive in loose, organic soil, but avoid heavy wet soil.

Fortunately, most shade plants seem resistant to rodents. These include *Polygonatum multiflorum*, *P. odoratum* 'Variegatum' and *Smilacina racemosa*, all good for adding some verticals to the shade garden. Of course we can't forget *Trillium* species, and where soil is moist, *Arisaema triphyllum* will thrive and multiply.

Ferns too are dependable and their lacy fronds add a different texture to the shade garden. I like all of them with two exceptions. Hay-Scented Fern and Sensitive Fern are two invasive natives I try to keep out, although not with complete success.

For late summer blooms we must have a *Ligularia* hybrid, 'The Rocket', with its six-foot stems topped by yellow cones of flowers, and *Cimicifuga racemosa* with its wand-like white flowers. Some people don't like its "fragrance", but in the late summer shade garden, you take what you get. On a smaller scale for July blooms is *Lysimachia clethroides*. Where there's light shade, *Filipendula rubra* dominates with airy pink "cotton candy" flowers. Ending the season is brilliant *Lobelia cardinalis*.

There are others I like too, including *Epimediums*, *Chrysogonum*, *Galax*, and *Rodgersia*. It's easy to become a collector of shade garden plants, obviously something that should be encouraged by plant growers and garden writers. Most are easy to propagate from cutting or division and some readily set seed. They grow rather quickly, especially when furnished with a rich organic soil and plenty of water. When potted and grown in shade they need less attention than perennials kept in the sun.

Gardeners might be educated about and encouraged to use these plants by grouping all shade-lovers together for retail sales. Holding them in a shade structure, in addition to suggesting their light needs, will also keep them in top condition prior to sale. Information on cultural needs, as well as ultimate size, blooming times, etc., also is helpful to novices.

Plant growers can help to educate gardeners and provide them with the wealth of beautiful, hardy, shade-loving plants. After all, New Hampshire is the second most-forested state in the country, and that's a lot of shade. 🍂

Dr. Douglas Routley, Professor Emeritus of Plant Biology at the University of New Hampshire, is an enthusiastic shade gardener and garden writer. He's glad to talk with fellow plant enthusiasts and can be reached at (603) 868-9628.

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From the Griffin Guru

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JULY 6, 1992

The meeting was held at Village Green Florist & Greenhouse, Littleton. Bob, Chris, Henry, Bruce, Roger, Peter van Berkum, and Peter Corey attended.

As the business climate changes, *The Plantsman* needs to find new advertisers to replace those leaving or cutting back. We have a new one-time ad, a new two-time ad and a new one-year ad. This is a start.

Summer Meeting: fliers will be sent out this week (Jolly Farmer is sending out one as well); pesticide recertification information goes to Concord this week; exhibitors continue to sign up. Let's hope the weather's good.

Farm & Forest may not be the best place for our Winter Meeting because NE Grows is about the same time. Another possibility is a combined NHPGA/NHLA meeting in mid-January. The Board would like a morning NHPGA meeting, a joint afternoon meeting with speakers that would interest both groups, and an evening NHLA meeting. It was decided that Peter van Berkum, Henry, and Bob should get together with the NHLA, work out details, and report back in September.

The Strawberry Banke Twilight Meeting is being arranged by Andrea. There will be a tour and a chance to see Prescott Park across the street.

Bob Demers has been working with Griffin Greenhouse Supply getting speakers for the tentative November 12 recertification meeting. No location has been confirmed.

Bob also attended an organizational meeting for a 1993 Granite State Flower Show. He reported that there seem to be a lot of problems to resolve and that the group decided to meet again in early fall.

Henry attended a PPGA Board Meeting in Washington State recently and spoke in favor of the NHPGA becoming a member. The cost is about \$270, but there are advantages that could make the price worthwhile.

The Board voted to join. The Board must also decide whether to go to the NE Grows show in Boston or to the Concord in New York.

The meeting started at 5:30 and ended at 7:45.

SEPTEMBER 1, 1992

The meeting was held at Pleasant View Gardens, Pittsfield. Bob, Chris, Andrea, Peter Corey, Peter van Berkum, and Henry attended.

The twenty-three members who haven't paid dues yet will be phoned by members of the Board. But even without counting these people, membership will have increased this year.

Since the last meeting, *The Plantsman* has four new advertisers—one one-issue and three one-year. If this trend continues, the newsletter can continue in its present format.

The Summer Meeting was seen as successful. Discussion centered on the work involved and a location for next year.

Plans for the pesticide recertification meeting (still tentatively sched-

uled for November 12) will be finalized at the next board meeting and a flier giving specific details sent to members. There may be a small registration fee; lunch will be on your own.

It was decided to have a Twilight Meeting at Murray Farms in Penacook on Thursday, November 19th. It will be held from 3:30 until 5:30 so that members can look around in daylight.

The Winter Meeting was discussed. Information concerning a joint meeting printed in the NHLA newsletter is misleading. The time is a misprint and the location is incorrect (this happens occasionally to all of us). The Board feels a chance for members of both organizations to meet and get to know each other is a good idea and hopefully any misunderstanding will be straightened out. Information will be in the next *Plantsman*.

The Board hopes to have a final listing of 1993 Twilight Meetings done in February so that they can all be on one flier which could be posted for the year. This will give members a chance to plan ahead. Michaud Nurseries & Greenhouses (Exeter) is interested in hosting a twilight meeting for both the plant growers and landscapers next June.

A designer working on a new logo for Pleasant View Gardens will be invited to the next meeting to discuss her work and the sort of input she expects from clients.

The meeting began at 7:15 and adjourned at 9:30. ■



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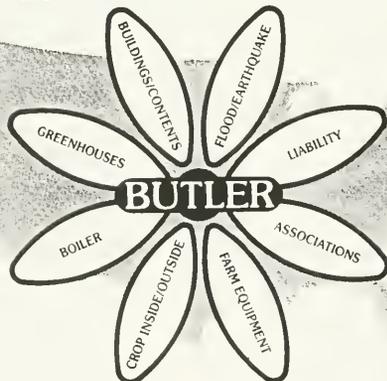
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MERCHANDISING Specialty Plant Groups for 1993

Tina Sawtelle



TIME TO THINK ABOUT 1993 ALREADY? Yes! Let's take notes on making 1993 bigger and better! Niche marketing and target marketing are the focus of two articles this issue. Don't worry about the terms—the concept is simple. Determine a group of people that have a specific need and fill that need. Sound simple? It is! Are we doing it? Yes! Can we do it better? Yes, we can always improve with new marketing skills as we conquer the old ones! Let's work on identifying some new niche markets for 1993 that exist right in our current customer pool and merchandise our lots to help fill their needs. Providing the types of plants that the older population is looking for (see article on page 13) and merchandising shade plants to customers that have this criteria in their garden design (see article on page 23) are both excellent examples of fine tuning our marketing. The wonderful thing is that these suggestions and the ones that follow don't require a diversification of your business. It simply involves pinpointing a need of a large group of people and creating your merchandising with this need in mind.

Garden Centers are doing an excellent job of labeling sections, "Annuals," "Perennials," "Herbs," "Shrubs," "Roses," etc.

Now that we have this down, let's do more. The following are some suggestions of new sections or groups to develop in your garden center. You have the power to excite your customers about creating in their gardens. Use your power to its fullest advantage. Something "seen" makes a strong impression.

AROMATIC GARDEN PLANTS

Provide flowers and herbs in this section that have an outstanding aroma and would create a lovely aromatic setting for a screen porch

area. These may be a mixture of annuals and perennials. The plants may also be available in their respective annual and perennial area to avoid confusion.

CUT FLOWER GARDENS

Homeowner cut flower gardens are booming. Provide a section of both annual and perennial cut flower plants. You have the power through your merchandising to inspire your customer to plant some additional plants this year to provide fresh cut flowers all summer long. You may also want to include appropriate seeds for direct sowing as well.

EVERLASTING FLOWERS

Dried flowers are also very popular. Provide your customers with the annual and perennials varieties in paks as well as seeds. Dried examples of these plants would be a great merchandising technique.

BALCONY GARDENING

There is still a large condominium and apartment market to be filled. Provide vegetables as well as flowers in large containers for the balcony. Set up this section with examples of what to grow and how to arrange it properly for true production. Provide tomato varieties that appropriately grow "up", as well as cucumbers.

CONTAINER GARDENING

Home owners still need ideas on

how to create a beautiful pot. In this section, provide ready-made examples of arranged designs as well as ingredients with which people can create their own. There should be something for those people who want an instant container and are willing to pay for it and something as well for people who need ideas, but want to make it themselves. Don't underestimate the power of suggestion in container gardening. Work on developing new designs for 1993 that will be irresistible to your customers. Come up with new container ideas that will set you apart from the rest.

GARDEN DESIGNS

Design your front show gardens and display all the plants for sale immediately next to it (especially the ones in bloom!). This is nothing new or original, but use your gardens as a design piece. There is a portion of your market looking for a garden design and all the pictures and posters in the world won't make an impression like the real thing! Plan a new design for your 1993 gardens.

Choose a couple new sections to start and see how they do! Be sure to signage clearly both plant characteristics and prices since this type of grouping is different than your standard bedding plant grouping and pricing. Be clear. All these markets and more (what new groups can you think of?) have potential. ♦

Tina Sawtelle, principal of Sawtelle Marketing Associates, consults with agricultural retail businesses on marketing and merchandising. In addition, she teaches agricultural business management techniques at the UNH Thompson School. For further information, call (603) 659-8106.

EPA FACT SHEET

Worker Protection Standard for Agricultural Pesticides

THE ENVIRONMENTAL Protection Agency (EPA) is issuing final revisions to its regulations governing the protection of workers from agricultural pesticides. These revised regulations expand the scope of the standard to include not only workers performing hand labor operations in fields treated with pesticides, but employees in forests, nurseries, and greenhouses, and employees who handle (mix, load, apply, etc.) pesticides for use in these locations. The regulations expand requirements for warnings about applications, use of personal protective equipment, and restrictions on entry to treated areas, and add new provisions for decontamination, emergency assistance, maintaining contact with handlers of highly toxic pesticides, and pesticide safety training. Pesticide registrants are required to add appropriate labeling statements referencing these regulations and specifying application restrictions, restricted-entry intervals (REI's) personal protective equipment (PPE), and notification to workers of pesticide applications. EPA has determined that its present regulations are inadequate to protect agricultural workers and pesticide handlers who are occupationally exposed to pesticides. The revised regulations are intended to reduce the risk of pesticide poisonings and injuries among agricultural workers and pesticide handlers through implementation of appropriate exposure reduction methods.

The provisions in the revised Worker Protection Standard are directed toward the working conditions of two types of employees:

pesticide handlers—those who handle agricultural pesticides (mix, load, apply, clean or repair equipment, act as flaggers, etc.), and

agricultural workers—those who perform tasks related to the cultivation and harvesting of plants on farms or in greenhouses, nurseries, or forests.

There are three types of provisions intended to:

1. Eliminate or reduce exposure to pesticides,
2. Mitigate exposures that occur,

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401 M STREET SOUTHWEST
WASHINGTON, DC 20460
TELEPHONE:
202-260-2902**

3. Inform employees about the hazards of pesticides.

1. PROVISIONS TO ELIMINATE OR REDUCE PESTICIDE EXPOSURES

This final rule limits pesticide exposures by establishing restricted entry intervals (REI's) for all pesticide products which are used in the production of agricultural plants and for which REI's have not been set according to current standards. The REI is a period of time after application of a pesticide during which worker entry to the treated area is restricted.

- **Previously established REI's** will be retained if they are based on entry data that meet Agency guidelines. Any other previously established entry interval is considered to be "interim" and will be retained only if it is longer than the REI established by Part 170.
- **48-hour REI** is established for any product that is highly toxic because of dermal toxicity or skin or eye irritation. (The REI is extended to 72 hours in and areas if the product is an organophosphate and is applied outdoors.)
- **24-hour REI** is established for any product that is moderately toxic because of dermal toxicity or skin or eye irritation.
- **12-hour REI** is established for all other products.

Overall exposure to pesticides is reduced in this final rule by:

- Prohibiting handlers from applying a pesticide in a way that will expose workers or other persons,

- Excluding workers from areas being treated with pesticides,
- Excluding workers from areas that remain under an REI, with narrow exceptions,

- Protecting early-entry workers who are performing permitted activities in treated areas during an REI, including special instructions and duties related to correct use of PPE,

- Notifying workers about treated areas so they can avoid inadvertent exposures, and
- Protecting handlers during handling activities, including monitoring while handling highly toxic pesticides and duties related to correct use of PPE.

2. PROVISIONS TO MITIGATE EXPOSURE

Exposure to pesticides is mitigated in this final rule by:

- **Decontamination supplies**—providing handlers and workers an ample supply of water, soap, and towels for routine washing and emergency decontamination,
- **Emergency assistance**—making transportation available to a medical care facility if an agricultural worker or handler may have been poisoned or injured by a pesticide, and providing information about the pesticide(s) to which the worker or handler may have been exposed.

3. PROVISIONS TO INFORM EMPLOYEES ABOUT PESTICIDE HAZARDS

This final rule provides information about pesticide hazards through:

- **Pesticide safety training**—requiring training for workers and handlers,
- **Pesticide safety poster**—requiring the posting of a pesticide safety poster,
- **Access to labeling information**—requiring that pesticide handlers and early-entry workers are informed of pesticide label safety information, and
- **Access to specific information**—requiring a centrally located listing of pesticide treatments on the establishment. ■



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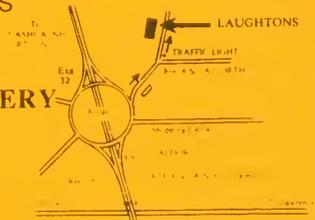
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T W I L I G H T M E E T I N G
U P D A T E

Murray Farms

November 19, 3:30 to 5:30

The last NHPGA Twilight Meeting before the start of the holiday season will be at Murray Farms on River Road in Penacook, NH. Appropriately, the main crop is poinsettias (55,000 square feet of them).

But there's a whole series of other things to see: innovative benching systems (a new cantilever design as well as an-other "peninsular modular stackable" system that's been used and modified over several years), a chip-burning boiler (one of several boilers in Dave's collection), a Wadsworth MicroStep climate control system, and recently designed equipment for handling bulk-bagged media. Dave and Don also use higher night temperature (DIF) to regulate plant growth and this technique will be discussed as well.

Dave and Don—and probably some other Murrays along with them—will be your hosts. The meeting begins at 3:30 (a little earlier than usual, to give members a chance to see some things in daylight). Murray Farms is on River Road in Penacook (a map and directions will be on the flier). It should be an evening for everyone to learn and relax and celebrate the beginning of a successful holiday season.

For information, call Dave Murray at (603) 753-6781.

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